

Leading the network video market. Together.
Partnering with Axis.





+40%

The combined worldwide market for network cameras is forecasted to continue to grow at an annual rate of 40 percent*.

The eco-system of opportunities

Advanced video surveillance and monitoring systems are playing an ever-more-crucial role in today's world. Add to this equation the fact that systems based on network video have the technology with the fastest growth and the greatest potential. Axis believes that this potential can be multiplied through close, long-term partnerships – with sales channels, application developers, systems integrators and more – to create a true eco-system of opportunities. As the leading expert in the global network video market, Axis has been working with partners since the start of the company in 1984. We sell exclusively through an indirect distribution model, and the partnership concept is the very cornerstone of our approach.

* Source: IMS report, "The world market for CCTV and Video Surveillance Equipment, 2007 edition"

“Axis is not a company name, it is a partnership concept”

– Axis partner statement

Unlimited growth

The worldwide market for CCTV and video surveillance equipment is estimated to be worth US\$ 11.6 billion by 2011*, and solutions based on network video represent the fastest-growing category. Official figures from respected research institutes verify this market growth. And Axis is at the forefront. We are the market leader in network video – to which our entire business is dedicated – and are among the top 4 providers of security cameras worldwide with over one million network cameras delivered*.

The worldwide market for network cameras is forecasted to continue to grow at an annual rate of 40%

for the coming five years as older analog systems converge towards network video technology. The technology shift is further pushed by the many integration possibilities that network video technology offers – from networking infrastructure and customized video management platforms to system integration and intelligent IP-based platforms.

In other words, the shift from analog to network video is in full swing. And Axis, as the world leader, is driving the convergence. Partnership with Axis can bring you onboard for this exciting journey!

The partner with a leading portfolio of cutting-edge solutions

To succeed in the increasingly competitive network video market, you need a highly collaborative and rewarding partnership. Axis did more than introduce the world's first network camera in 1996. We provide a complete range of professional network video solutions for security, video surveillance and remote monitoring applications. Our broad product portfolio includes network cameras, video encoders, video management software and a full range of accessories. But we don't work alone.

Axis forms partnerships with system integrators, consultants, application developers, network infrastructure vendors and others. And we share our market-leading expertise with our partners to deliver the greatest value to end users. We provide solutions to end users in industry segments such as retail, transportation, government, city surveillance, healthcare, education, industrial and banking & finance.

Mutual benefit

Axis is not only used to working with partners. We are also used to working closely with partners, to keep on top of the market and the entire value chain. For our partners it opens doors to new applications, creative new infrastructure solutions and a real boost in sales. This is what creates the eco-system of mutual benefit.

The Axis partner eco-system is designed to make you a winner in a high-growth market. Winning customer mindshare by consistently delivering the best solutions is something that can be achieved together. As an Axis partner, you are part of an eco-system of mutual

benefit that lets you capitalize on an entire spectrum of related services such as software and application development, consulting services, project design, installation, and maintenance. The connected business opportunities also include a market for storage and network infrastructure devices, and more. From the end user point of view, the Axis partnership approach means a unified approach – one that delivers the most open and scalable solutions that result from working together towards a common goal: the end user's benefit.

Dedicated to your success

The Axis business model is based on loyal, long-term partnerships. Let our world-class products and dedicated partner programs give you a competitive advantage.

Channel Partner Program

For distinct sales advantages

The Channel Partner Program is designed to help channel partners capitalize on Axis' market leadership. As a channel-oriented company, we view our partners as an extension of our team, playing a key role in the go-to-market strategy and the overall success of our company. Lead-sharing, early product information and technical/sales training curricula at Axis Communications' Academy are among the many benefits of this program, giving Axis' channel partners a distinct sales advantage.

Application Development Partner (ADP) Program

For fully integrated network video solutions

Axis' ADP program assists software developers to fully integrate Axis network video products in end user solutions, by providing application components such as VAPIX[®]*, technical documentation, SDKs, and dedicated development support. The program ensures product compatibility and helps software developers provide reliable and optimized network video management solutions for most industrial and commercial segments.

*VAPIX[®] is Axis' own open API (Application Programming Interface). It makes Axis network video solutions cost-efficient, flexible, scalable, future-proof and easy to integrate with other systems.

Architecture & Engineering (A&E) Program

For easier project design

Axis' A&E program provides a set of outstanding support tools for network architects, engineers and consultants who design and specify IP-based security systems. It is a gateway to active support from Axis, and gives access to sophisticated and user-friendly tools, such as A&E Specifications, Visio and CAD drawings, and continuously updated online information, as well as access to advanced education and other opportunities.

Technology Partner Program

For optimized installations

Axis network video products are important components in a complete IP-based system. And interoperability with standard, off-the-shelf network, storage, display and server infrastructure is critical for a successful installation. By collaborating closely with industry-leading infrastructure manufacturers, Axis ensures end-to-end system compatibility and optimized end user installations.

CONSULTANTS

ADP





Our partners say it better

"Since joining the Axis Channel Partner Program over 2 years ago, our customer base has grown significantly, thanks to market growth and the unique niche of Axis network video products."

- Axis Channel Partner

"We appreciate the open level of cooperation we have together with Axis....reinforcing our commitment to you as our leading provider of network video cameras. You make it easy to do business."

- Axis Application Development Partner

"As a security consultant, the documents, tools and pro-active engagement from Axis have truly broadened our knowledge of IP-video surveillance and simplified our specification process, ensuring that we can continue to play an important role in this converging market."

- Axis Architecture & Engineering Associate

True partner engagement

- > Dedicated partner team
- > Reputation earned by our leading portfolio of cutting-edge products
- > Experience and longevity in the networking industry
- > Outstanding knowledge of the network video market



With you all the way

We invest in our partners, providing a range of educational curricula to boost your competence and confidence about Axis products and network video technology.

A step ahead with Axis Communications' Academy

Our philosophy is to always be at the forefront of knowledge in our field and to openly share our information, experience and skills with our partners through consistent communication and ongoing training. We thus provide the knowledge foundation required to deliver unparalleled value to end users.

The different courses and forums at Axis Communications' Academy include a range of introductory, advanced

and specialized levels, all using expert instructors and presented in your language.

Our training programs are continually revised to respond to changes in products, technologies and business environments. The point is not merely to keep you up to date, but a step ahead.

"We see network video as a major growth area. Axis has provided training and support that adds value to our business and enables us to compete and win against traditional analog CCTV vendors."

– Axis Partner Statement

Helping you achieve proficiency

Through trainings at the Academy, you can achieve advanced technical proficiency in network video technology, solutions, and markets. Our training for partners focuses on:

> **Product knowledge and technical skills**

The skills and competencies that you need to work successfully in a solution-oriented environment and to support your customers throughout the sales cycle, including demonstration and evaluation, implementation and operations, and continuous support.

> **Development tools**

We introduce the benefits of new technologies and product functionality to help guide you in your application development. Practical exercises using the latest development tools also ensure that you can easily integrate with Axis products.

> **Network video surveillance forums**

Axis brings together recognized industry experts to share exclusive expertise and insight into the physical security and network video markets, giving you a thorough understanding of technologies, business and technical benefits, migration and integration strategies.

Regular, hands-on sessions

The training sessions at the Academy run on a regular basis and include hands-on sessions. Whether you are a channel partner, development partner or network consultant, Axis' training programs are designed to help you succeed and ensure you and your customers gain maximum value from our complete range of products and solutions.

Dedicated to communication

All Axis Partners have access to a password-protected extranet that provides extended information about Axis products and solutions specifically designed for your needs. In addition to targeted tools, you'll find information about prioritized services exclusive for Axis Partners.

In terms of market communications, we provide our partners with a comprehensive range of marketing and sales material – from guides and brochures to product specifications and more – to support you in your business.

Join the winning team!

Partnership is at the very heart of the Axis culture. Join the winning team!

Register now to become an Axis Partner at www.axis.com/partner

About Axis Communications

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.